

## ABSTRACT

**Salwadila, Devina Amelia (2021). *Designing Storyboard For 2D Animation Film “Her Morning As Information of The Vegan Lifestyle. Visual Communication Design Study Program. Faculty of Creative Industries. Telkom University Bandung.***

*Vegan is a lifestyle that do not consume animal products in any type of form, in Indonesia this lifestyle has started to become popular, the demand continues increasing from year to year for various reasons, although the demand continues to increase, most of Indonesian are not vegans, so the information about vegan lifestyle are still too minimal, so an animated media to provide information is needed to the public society, by utilizing platforms on the internet, which aims to provide a visualization of the vegan lifestyle process and vegan food recommendation recipes. especially for ages 19-25 years, due to this is a transitional age of adolescence to adulthood, at this period of time individuals tend to try a lot of new things, so it is necessary to design a storyboard of 2D animation that apply stories about the process of vegan lifestyle, the research methods that will be used include, literature study, document study and interviews, the result of the data will be collected for the base of the direction of designing 2D animation storyboard that present stories about the process of vegan lifestyle.*

**Keywords :** *Vegan Lifestyle, Storyboard, 2D Animation.*